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Creative Project

Advertising/ Marketing/Promotions/Graphic Design for
Mark's at the Park, Mizner Park
Boca Raton, Florida

Megan McSweeney

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Creative Project Committee Chair

Date

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Abstract:

Purpose: This proposal aims to explain the volunteer project created at the restaurant called *Mark's at the Park*, located at Mizner Park in Boca Raton with an understanding of Mark Militello the chef/owner of *Mark's at the Park* and his branded restaurant chain of four. The proposal gives a detailed orientation of what *Mark's*, as a restaurant is all about in re-creating corporate identity elements such as advertisements and menu inserts to help *Mark's* profit from customers and appeal more to the public. From explaining the history of brands and advertising, to the future of new trends and going green, this proposal details every step it took to make this project happen.

Design/methodology: Integrated Marketing Communication, a term that refers to developing corporate identity, is broken down, explained and applied to creating marketing materials for *Mark's*. Corporate identity includes the elements of design used in creating the menu inserts and advertisements among other instruments, executing advertising strategies to reach the public.

Originality/value: This project was a chance to implement designs in a real business environment for *Mark's at the Park*, Mizner Park. The value learned: use marketing and design expertise to build restaurant clientele from creating new marketing, promotion and advertising ideas. An increase in clientele, positive brand exposure, appealing visual promotion, i.e. menu inserts, posters/flyers, in house advertisements, are all successes *Mark's* gained through this process.

Research: Support for this project came from outside sources, such as peer reviewed scholarly articles, *Mark's at the Park* Website, and other related sources to provide insight and prove the reality of restaurant advertising design, and promotions.

Background/Rational: Mark's Restaurants:

Mark Militello opened his first restaurant, *Mark's Place*, in North Miami Beach in 1988. It wasn't long before the public noticed it as a fine dining culinary masterpiece, where the ingredients were put together with great attention to delectable detail. In 1990, Militello was acknowledged as a noted chef on the South Florida fine dining map. He is from Buffalo, New York and graduated from Le Cordon Bleu Culinary Arts School in Miami, Florida. After the close of his first restaurant, Militello created four restaurants bearing his name from South Beach to Palm Beach. *Mark's Las Olas* in Ft. Lauderdale opened in 1994 where Militello was the chef at this magnificent architecturally designed restaurant. With an extensive local fresh menu, for example, an entrée item includes white duck with mango honey glaze, and crab encrusted black grouper with wild mushroom salsify ragout. This restaurant was his masterpiece in the front and center of downtown Ft Lauderdale (Militello, *Mark's Restaurant*, P.2).

Mark's Mizner Park, in Boca Raton opened next in December 1998; the chic park invited the restaurant with Militello's name to its location. With a white onyx bar, a stone wood oven pizza grill and a contemporary American Mediterranean menu, this created competition for the existing upscale fine dining restaurants that surrounds the park. Some menu entrée items include cumin diver sea scallops with roasted red pepper, corn, caramelized fennel, jasmine rice and a cumin fennel broth (Militello, *Mark's Restaurant*, P. 3). This became the perfect place for an outdoor fine dining experience.

In December 2000, *City Place* opened in West Palm Beach, the perfect venue to add a *Mark's*. In the heart of the hot spot in West Palm Beach, *Mark's City Place* offers a little twist of a two floor dining experience with a menu consisting of a sushi/sashimi bar

with a *sake* menu. Along with traditional enticing elements of *Mark's* menu, the bar lounge area offers an entertaining experience to sit back and relax and enjoy the *Mark's* experience.

In January 2000, Militello opened a second *Mark's* this time in Miami, at a South Beach location in the Nash Hotel. The restaurant offers a very James Bond-esque dining experience with lemon pepper lamb loin and prosciutto wrapped veal tenderloin very different from the first time he opened in the Miami area (*Mark's Restaurants*, P. 4).

Branding Background:

Branding, especially in the restaurant industry, is a personal journey of discovering a niche that differentiates from other restaurants. For Mark Militello this was a worthy objective to consider. Some important questions to ask when involved in a brand: Does the company make and keep promises to its customers? Are there unique attributes that make the company decidedly different and special? Do customers really believe this brand can come through on promises (Quantitative Marketing Group, 2001)? The questions that the company considers in order to be a brand are the following: what does the specific company want the customers to expect in dealing with the organization? What is the promise to the customers? To the customers, branding is a promise. Brand building delivers a part of that promise, as well as advertising. Using advertising to go public with a promise is one way to ensure the customer's loyalty. Another way is using the brand to deliver that promise on its own (Quantitative..., 2001). Brand equity is the notion that the brand promise has been heard and connected with. Customers have expectations of a restaurant that need to be met, specifically in Militello's case. The history of brands and advertising has run into each other from time to time.

In the mid-sixteenth century “brand” came to denote a mark burned on the arm, shoulder or forehead of a criminal, imprinted both as a painful punishment and miscreant. This sense of “brand” more or less fell out of currency by the eighteenth century, a parallel sense of “brand” survived; fortunately this form of “brand” was not into humans but into cattle or horses. That signified “this is mine” (Jacobs, 2006). In the early nineteenth century “brand” extended to denote marks or symbols seared or painted onto mass produced merchandise such as wine barrels or timber. With the onset of mass production, household made products became available at general stores offering a “brand” (Explaining Corporate Identity, 2005). Twentieth century “brand” moved to a figurative or notional realm; manufacturers branded a product not by paint but by affirming it, usually through the medium of advertising. Early 1920’s “brand name” arose. Later in 1958, the term “brand image” emerged, thanks to the sophistication of advertising agencies when it came to creating brands. A brand was no longer a propriety family of products but an image and attitude that indicated the product belonged to a certain manufacturer. In 1961 “brand loyalty” first appeared implying the loyalty is that of the consumer to the product (Morton, 2006).

The advertising industry has blossomed since the 1900’s: it is a means of communication to the public to inform them about products, service, and how to obtain them. Initially agencies focused on print advertisements for reaching their target market. The introduction of radio created a new opportunity and by the end of the 1920’s advertising had established itself in radio to such an extent that advertisers were producing many of their own programs (Robbs, 1997-2008). By establishing the trend for advertising, companies soon adopted slogans, mascots, and jingles, which began to

appear on radio and early television. Manufacturers recognized that consumers were developing a relationship with their brands in a social/psychological sense. The manufacturers quickly began to associate other kinds of brand values such as youthfulness, fun, or luxury with their products (Robbs, 1997- 2008).

Soon into the 1950's the economy soared, and people were buying televisions. Television stations capitalized on the popularity of advertisers wanting greater visibility for their products, thus creating more brand identity opportunities. Kellogg's, Campbell's soup, Coca-Cola and more, enjoyed guaranteed consumer purchases.

In the 1960's, Doyle Dane Bernbach an advertising agency, made a magazine ad for the Volkswagen Beetle, explaining its strengths, which persuaded the audience in a witty way, formed the "creative revolution" and the popularity of the Beetle took off (Robbs, 1997-2008).

In the 1980's and 90's technology helped develop greater possibilities for various media such as magazine, TV, newspaper, and radio. More companies took greater advantage of this technology to advertise their products and build greater brand recognition. Tailoring brand identity and its components to be more personalized for targeting consumers, generates stronger relationships with consumers and their needs (Garretson, Nerdish 2004). Consumers have high expectations, wanting the most appealing, best, all around products and services available.

MISSING

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advertising campaigns. For example, Subaru is creating a new advertising campaign launching a new assembly plant in Lafayette, Indiana that is “environmentally friendly” (Herman, Gioia, 2007). PepsiCo has committed to environmental action by using solar energy at its facilities. Recycling water and purchasing renewable energy credits subsidize and develop clean energy sources, like wind power. Paint manufacturers, laundry detergent makers, soft-drink producers and automobile companies are among the few trying to position themselves as environmentally friendly” (Petrecca, Howard, 2007). Looking at brands becoming more eco-conscious are saving on materials and pollutant substances, which catapults companies to look to the future of developing new brands and services. Using the current trend of going green in the restaurant industry, *Mark’s at the Park* uses recycled paper for its menus and promotion materials, and it purchases fresh produce grown locally and delivered daily.

Restaurants, on a large scale, such as chains, use advertising to gain more publicity and get more customers. Local restaurant *Mark’s at the Park* located in Mizner Park usually uses its resources on a smaller scale. Using advertising trends to create a new form of appeal attracts customers to the fine dining restaurant. “Concern over the environment has evolved through several distinct phases; looking to the future of green marketing examines the dynamic nature of ecologically conscious consumer behavior.” Straughan and Roberts (1999) concentrate on environmental green consumer behavior by adding, “with increased social and political pressure, companies have moved beyond simply addressing pollution and waste disposal to looking for alternative package composition and design, alternative product formulations, and cause-related promotion in an effort to keep in-step with the environmental movement” (Straughan and Roberts,

1999). Consumers in general have become concerned with the trend of “going green” from car brands recently releasing “hybrid gas saving cars,” to clothing eco-friendly brands, to organic foods. Straughan and Roberts suggest, “Consumers’ attitudes and responses to environmental appeal are a function of their beliefs that individuals can positively influence the outcome to such problems. This attitude or belief is referred to as perceived consumer effectiveness.” Being environmentally aware has influenced a lot of consumers to buy consciously. Brand identity awareness, such as “going green,” can create possible influences in most brands to recreate their products or re-release existing products as “green.” Focusing on the growth of this trend, opens a lot of opportunity to place it in new industries such as restaurants by using organic food or environmentally friendly utensils, to list a few.

Even though the China is known for air pollution, products are being produced “green” and more eco-friendly for distribution across the world. Chan, Leung and Wong (1999) who have examined China’s practices, and their study examined whether consumers will purchase more offers that are “going green” than usual offerings. “Investigations indicate that more than 75 percent of Chinese consumers have strong intentions of purchase offerings that are eco-friendly, and that over 90 percent of enterprises are willing to sell green products in China. The study provides service marketers operating in China with some insights into fine-tuning their green advertising strategy”(Chan, Leung, Wong, 1999). Using this information and applying it to service industries such as food and hospitality, “green” advertising could attract a different clientele that can broaden this current trend across the world. “... A promising tool for service markets to differentiate their offerings from competitors is to bring the green

trend to restaurants and could create a small awareness to attract customers in a united effort to be environmentally conscious. China's practices have proven to be an effective claim for others to consider using go green advertising (Chan, Leung, Wong, 1999).

Literature Review:

The notion of corporate identity is linked to the brand concept. Identity is more of an organization – its name, logo, and visual presentation. Brand loyalty is the core value that defines it, such as quality service, and promise of customer satisfaction, to list a few. “Most service companies create brand identity by using physical-representation advertising strategy. McDonald's uses a distinct brand mark or logo such as the golden arches. Coca-Cola uses distinct lettering in its brand logo (Mittal, Baker 2002). Such visual symbols as spokes-characters like Ronald McDonald may also be a positive physical representation of a brand. Studies show, “... Spokes-characters result in favorable brand attitudes for consumers with less brand experience, whereas spokes-characters have little effect on brand attitudes for consumers with more brand experience” (Garretson, Nerdish 2004). Factors in brand identity differ for each company, from how large the company is, to how well known it is. For example, *Mark's at the Park*, a smaller chain of four restaurants, has a corporate logo that is just the name *Mark's* in an italicized type font, that is labeled on its products, menus, signs, carryout bags, and business cards.

The restaurant industry, considers many factors about customer expectations in the service industry. Soriano (1995) examines “the attributes that influence customers' decisions to return to a restaurant for another dining experience. The number of

restaurants within the Spanish economy is growing and creating great consumer business opportunities which looks likely to continue into the future” (Soriano, 1995). Soriano’s concepts for customer satisfaction are about the quality of food and service, an appealing atmosphere, the menu design, and cost of meal in order to maintain and sustain a business. “Customers need a reason to come back.” Soriano explains, “Quality of food and fresh ingredients have already been rated the most important reasons why customers return to a restaurant.” After that has been taken into consideration, what else appeals to the customer?” asked Bowen and Morris (1995). “The first way to evaluate quality of food for a customer is the design of the menu, because the effectiveness of the menu is the selling tool for the restaurant.” True, customers first looks at the ambiance of the restaurant then spends most of their time influenced by the menu, by the design, what it offers, and its appeal.

Bowen and Morris (1995) focus on the menu as a sales tool in a full service restaurant. The menu provides tangible evidence of the restaurant’s image. “The design, colors, paper, illustrations and type should reinforce the image of the restaurant. The menu, therefore, becomes an extension of the personality of the restaurant”(Bowen and Morris, 1995). In fine dining restaurants, menus are presented as a book. Customers see an attractively designed menu and/or menu insert, which invites them to engage in looking deeper at what is being offered such as promotional items or specials. This is a primary part of brand identity for a restaurant. If the menu is on the right side and the specials are on the left, most customers appeal is drawn to the specials. In promoting specials, Bowen and Morris (1995) go on to say, “Management of a restaurant forgot the agreement not to have promotions during this period and added specials during week

four. These specials disrupted the study, but found out the specials were one of the most popular menu items for the week” (Bowen, Morris 1995). Having promotional items on or next to the menu will only bring in more business. The promotional items or specials may not be as expensive as the traditional menu items but gives the customers a reason to come back.

Hedden (1997) discusses creating a menu that effectively identifies and markets the restaurant. “Menus vary as much as the restaurants they serve. The most successful restaurants are those who keep up with the current food trends.” The author explains, by putting winning menus together, the restaurant has to develop their food-and-drink offerings (Hedden, 1997). Like Bowen and Morris (1995) Hedden (1997) talks about promotions and how they can be a big selling point in the restaurant industry. Customers look for these during special events such as holidays and seasons. Changing menus to be tailored to such occasions by specific designs and themes can impact profits and generate return clientele. Restaurants use brand identity as a marketing tool to make menus more appealing and to attract customers (Hedden, 1997). A truly effective menu can promote greater sales much more than just the dishes the restaurant serves – it can promote the entire operation. The menu is part of an ensemble of ambience-enhancing elements that act in sync to achieve the right atmosphere for a restaurant and draw customers in (Hedden, 1997).

Bigger brands run large campaigns for example; McDonald’s over the past fifty years, developed a brand campaign to tweak the names of its entrees, slogans, and corporate logo in a quest to perfect the McDonald’s brand (Morton 2006). In 1993, Slovenia, Eastern Europe, brought McDonald’s to its country. The Eastern European

McDonald's started a new marketing communication campaign using media like television, press, Internet, and SMS using targeted marketing groups of students and scholars aged 14-25. Jacobs (2006) examines the essence of a brand through the eyes of the consumer, and the manager's help in reinforcing it. Brand essence is what a company has to offer the consumer, a connection involving all the brands' features. A casual approach may prevent marketers from making a serious mistake when (re) positioning their brands (Rekom, 2006). McDonald's is a concrete brand known all around the world, whose elements are built around the company's reputation for efficient service, consistent offerings, and consistent quality of food. All of these characteristics impact consumers' perceptions by its promise of brand loyalty (Simones, and Dibb, 2001).

Literature Review: Menu Engineering In Fine Dining Restaurants

Menu engineering or menu planning is essential in designing menus for the restaurant industry. Menu engineering as an analytical tool that labels a menu using its respective popularity and contribution margin to decide if items will be placed on the menu (Lebruto, Ashley, Quain, 1997). Another way to use menu engineering is to pair it with activity-based cost, meaning how much food the consumers will take. This is generally used together for a buffet style restaurant. (Raab, Mayer, 2007). For fine dining restaurants, menu engineering is used to analyze the popularity of the items' selection rate, which is placed in a chart, broken down, analyzed, and placed into what customers prefer. One technique menu engineers use is a series of six marketing strategies that incorporate principles of menu engineering and contribution margin. These techniques are used to shift customer preferences. First, create a signature item. Second is to train

staff on principles of contribution margin; meaning directing the staff to suggest particular menu items that are good for the house (meaning “restaurant”) (Lebruto, Ashley, Quain, 1997). Third, the use of periodic testing food/wine tasting for certain prix-fixe menu items; and fourth, internal marketing includes menu inserts and advertise tasting. Fifth, re-evaluate pricing; and sixth, is to consider profitability when planning the menu, italicize, or place in order by course: appetizer, entrée and dessert (Lebruto, Ashley, Quain, 1997). This only works when the whole restaurant, management, and servers work together to achieve these goals.

Menu engineering evaluates the description of all menu items along with the impact of price increase. For example, the customer may determine the appropriateness of a steak’s price based upon comparison with competing restaurants with similar menus, themes, service levels, and atmospheres, (Shoemaker, Dawson, Johnson, 2005). Customers should also consider the quality of the meat and the price by considering the brand and where they are dining. When consumers make decisions about buying products and services, they do so by previous purchasing decisions whether the consumer favored the item in the past or not (Shoemaker, Dawson, Wade, 2005).

This investigation on the impact of menu descriptions from consumer judgments proved to be valid. Menu planners in the restaurant industry classify themselves as head or executive chef and use the following criteria in determining a strategy:

- Individual food cost percentage of each dish
- Number of units sold
- Selling price of each dish
- Total food cost percentage for the menu

- Appreciation of non material costs involved in producing a dish (Morrison, 1996)

These executive chefs, including Mark Militello, owner and executive chef at his Ft. Lauderdale location, execute the menu for each restaurant. Mark Militello hires and trains each executive chef at the other locations to ensure the menu production is up to the standards of *Mark's* reputation for quality.

Justification:

Jason Williams, manager for over five years at *Mark's at the Park*, in Mizner Park was asked about advertising and brand identity components; in-house promotions design, marketing, and graphic design: menu's posters, flyers and mailings, and how they are created at *Mark's*. He said, "Usually local restaurants such as this and others in Mizner Park that are personally owned, don't invest a lot into that. We are located in a prime location so people who walk around the park usually are there to shop or eat." He explained, "...that more chain restaurants hire people to create ads and ideas because they are part of a larger corporation. For smaller local restaurants, managers usually print some new offers on a piece of paper and place it on a poster board outside, no fancy design, no money spent." Williams says, "It would be wise to create a business for smaller local restaurants who don't want to spend hundreds of thousands of dollars on advertising, branding awareness, in-house design and promotions. Hiring a smaller business to come to the restaurant, specifically to design a campaign of print ads, flyers, menu specials, menu inserts, holiday invitations, and graphically design them to a theme or in a tailored way would be more beneficial, but that still would cost the restaurant

money.” As a manager he explained, “We just don’t have time to create or even know how to create something like that.”

As an employee at *Mark’s at the Park*, Mizner Park location for the past two years-as a bartender/hostess, the position was a great learning experience because the managers allowed me to apply my creativity and interest in marketing for the restaurant with ideas for promotions and advertisements, putting years of education to work. By volunteering (meaning, no compensation for this work), management agreed to use this project to benefit the restaurant, school agreed to use this project as my creative project. Management allowed me to use my creative side for advertising and promotions for in-house menu inserts, posters, flyers, and Sun-Sentinel advertisements. They commented on the professionalism of the results, while I earned hands-on experience with advertising and design. Each week inspired new projects, such as Mother’s Day brunch, Easter brunch, Valentine’s Day, among other occasions. Principles of Photoshop were used with my photography to graphically design pictures of the restaurant with my creative eye and to apply them to the ads used for the restaurant. Learning from each piece of the project, expanded my knowledge of the computer program photoshop as well as some help from familiar graphic design students. The time period that the projects were created and used at the restaurant on a day-to-day basis, *Mark’s* was on a downward slope of losing business. Management saw no reason not to carry out this project since business couldn’t get any worse. The projects of promoting and advertising for *Mark’s* could only benefit the restaurant to gaining a few more customers before it closed. Since the restaurant closed in May 2008, this project has no direct proof of profit or failure. It was a creative project for a master’s, which actually ran in a real place of business for over six months.

Specializing in advertising and public relations, *Mark's at the Park* has given me an opportunity to personally revamp its corporate identity by creating and designing advertisements for the newspapers and in-house promotional concepts. Usually in the hospitality field, restaurants hire big brand identity and advertising companies to take on this role to professionally produce the product, place, promote, and pay for them – the “4 P’s” in marketing. By exploring current trends in advertising, “going green” was a smart move for the restaurant to take. The concept was promoted through press releases and demonstrating the practices to the public, which helped *Mark's* gain favor with its customer base. Just by word of mouth and handing out copies of the menu, customers understood that *Mark's* was going green restaurants need to build their advertising and branding to stay competitive. Green is the future of advertising and branding in the restaurant industry.

Other Restaurants Go Green vs. *Mark's* Going Green:

Pizza Fusion, Chipotle, Starbucks, and Subway are a few places going green. “Pizza Fusion is a little known chain located in South Florida, using hybrid delivery vehicles and use locally organic grown ingredients; the menus are on paper made from sugar cane pulp, and its countertops are made from recycled soft drink bottles (Horovitz, 2008).” The cost is about \$20 a pizza pie but attracts a new clientele. Chipotle, on the other hand, has been green for about 15 years (Horovitz, 2008). Restaurants are the leading producers of garbage on a daily basis over other retail businesses. “The restaurant industry is late to the game, the industry tends to follow not lead, but some chains large and tiny are trying,” says Chris Muller, restaurant management professor at University of Central Florida (Horovitz, 2008). Bringing this concept to *Mark's* at Mizner Park where

there is competition and it is a known brand name in South Florida, might create a trend. In any case, it helps the environment, which is always a plus. *Mark's* purchases fresh produce from Gennaros, which is based out of Ft. Lauderdale, Florida. "A farmers' market like no other;" it is family owned and managed (Gennaro's Produce, about us). *Mark's* purchases from Gennero Mugnano to save on transportation, time, and quality, this is part of *Mark's* green concept. This, in part, associates with the slow food movement created by Carlo Petrini in 1986, giving produce growers a fair chance to make good clean food that doesn't harm the environment, animal welfare, or our health. Local producers are encouraged to grow different crops and get credit for their quality while discouraging commercialized processing in growing foods too quickly. Some are located in Palm Beach/ Ft. Lauderdale area. This-major movement has influenced restaurants to order locally and allow food producers to get their produce out there and recognized as responsible and safely grown (Slow Food, about us).

An extremely important aspect of the project is to create a new corporate identity for *Mark's*. Capitalizing on themes of specialty foods made it easy to create new menu inserts. For example, with the new sushi bar, the menu insert was designed in a sushi style with a distinct graphic design (see Appendix for samples).

Value to Communications Field:

Corporate identity is reinforced by print advertisements, especially in color. Brand identity communicates the value of the product, the organization, and its credibility as a successful company with longevity. The project is to develop a theme that works in bringing in steady clientele while promoting a quality restaurant by "communicating the

right things.” The project demonstrates a design and renewal of a successful restaurant with the appeal of “going green” as its thrust into the 21st century.

***Mark's* Current Corporate Identity:**

Mark's current corporate identity is represented in menus printed on yellow beige 8 1/2” by 14” paper, with black print in Times New Roman. The colors of the restaurant are royal blue and yellow-beige. The menu books are brown leather with a gold *Mark's* labeled on them. The wine list is in a brown leather menu book as well, two full sheets of yellow-beige paper with black print. The beverage lists are in a smaller brown leather book with the list on the same paper with the same print. Each of these is placed at every table. The *Mark's* logo is the brand name, which is top and center of the wine and beverage list, lunch, dinner and dessert menus. The outside billboard is a blue *Mark's* logo lamp with a corkboard below where the menu, dessert menu, and specials are displayed daily for lunch and dinner. The advertisements in the paper have a few menu items of appetizers, entrees, and desserts listed and centered with the *Mark's* logo as well.

***Mark's* Menu Design:**

Menu design is a key part of a chef's job, and Mark Militello is an executive chef who pays very close attention to his menu and what is on it. This is a major marketing tool for the *Mark's* brand, using a menu that Chef Mark oversees to make all his restaurants alike brings in good customer appreciation. Taking *Mark's* and turning it “green” involves using recyclable paper materials such as menu paper, flyers, and posters to demonstrate that *Mark's* is environmentally conscious, which gains customer loyalty and respect. While assisting in recreating its corporate identity to be more modern, the project offers alternative ways to complement the restaurant's décor.

The restaurant décor components include a white onyx bar with twelve or more bar seats around it, six bar high-top tables in front of the bar, with three seats around each. A wall fountain with slabs of stone thinly layered from floor to the top of the kitchen doorway. The dining room had hardwood floors with a banquette (a long narrow bench with a high padded back that stretched the length of the dining room to create a room divider) to separate the sushi bar from the main dining room, Two booths in the windows of the front of the dining room and six booths lined the back walls. The rest were scattered tables to cover the rest of the dining room with wood chairs. Throughout the inside of the restaurant professional art work was on display for sale. The interior décor of *Mark's* had beige painted walls, and dark slate flooring everywhere but the dining room. The outside dining area had about thirty tables scattered throughout the courtyard, next to the fountain in Mizner Park. Each had four silver metal chairs surrounding the tables. The seating capacity was about one-hundred-thirty-five, which meant about four servers inside and five outside on an average to busy night.

Consumers want the best and only respond to what the best has to offer. So if *Mark's* is a great and well-known fine dining restaurant in Boca Raton, it already has appeal. Adding tailored themes encourages a restaurant to flourish and become what its patrons want.

Marketing and PR firms, such as Q.M.G Quantified Marketing Group, and Hot Skillet Productions specialize in food, beverage, lifestyle, PR and marketing and developing brand identity. Their clients are large restaurants chains such as Outback Steakhouse, and Elephant Bar restaurants to list a few. Services provided:

- Design and copy write
- Menu design and menu writing

- Logo's and corporate identity
- Brand enhancements and re-launches
- Point of sale design
- Campaign design

According to a manager Jason Williams at *Mark's* at Mizner Park, "When we do promotions and advertisements in the newspaper, the general manager writes up a little blurb and prints it out on paper, then posts it on a bulletin board outside or e-mails the same blurb to the local news paper ...large restaurant marketing firms do not work with local smaller restaurants"(informational interview with J. Williams)

Methodology:

Integrated Marketing Communication (IMC) concept is defined as organized communications to build positive relationships with customers and other stakeholders; it markets to the individuals understanding needs, motivations, attitudes and behaviors (Wirth, 2007). IMC expands knowledge about the consumer far beyond demographics, but involves consumer motivation to initiate purchasing decisions. With this understanding, it is easier to communicate and respond with exactly what the consumer wants and needs, thus making messages more targeted. Marketing communications involve advertising, public relations, marketing and the companies' business processes from product development to customer service (Wirth, 2007). Part of IMC is branding: when companies respect and understand the customers to whom they market, customers demonstrate their appreciation with loyalty to products, services, and corporate brands. These consumers reward these companies with high retention rates, which in turn translate into companies' measurable success and improve profitability (Wirth, 2007). This part of IMC relates to the restaurant industry; they design a menu that directly

relates to the customers and what they enjoy, then customers return their appreciation by coming back and giving the restaurant a profit.

The 4 P's of marketing have changed into the 4 C's of Integrated Marketing Communication: customer, cost, convenience, and communication.

Customer: Wants and need, products, and characteristics have to match what people want to specifically buy.

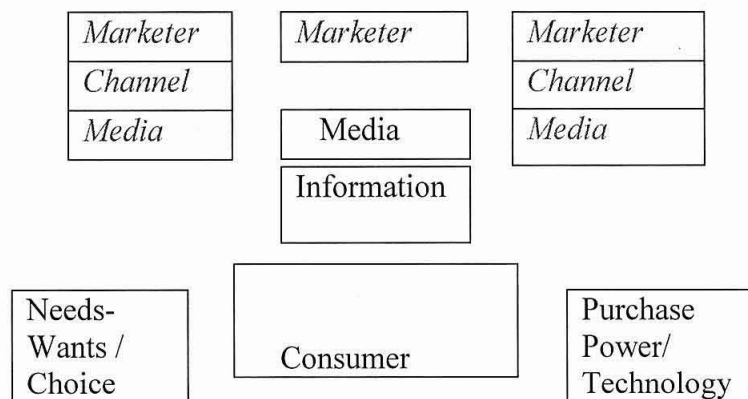
Cost: The time to drive, the cost of awareness of a purchase, and the cost of guilt of personal purchase.

Convenience: satisfies wants and needs, location and convenience, accessibility and service time.

Communication: Two-way communication, mediums working together to deliver one message, engages feedback; use of non-traditional media; for example, word of mouth and its influence on consumers' mind (Wirth, 2007).

The method this project uses is integrated marketing communication, which involves the advertising, marketing, in-house promotions, corporate identity, portion of a business. By bringing all these elements together to create new developments at *Mark's* Mizner Park, one person instead of a team of individuals can carry out these components of integrated marketing communication. I went through the 4 C's and applied them to my promotions, marketing, and advertising for *Mark's* Mizner Park, putting IMC into practice by listening to the customers instead of assuming customer perception. Customers do value brand identity, and for many reasons they form impressions and make assumptions about minor features of the brand price, channel availability,

packaging, and color. A chart breakdown describes the process of a customer-driven marketplace:



(Calder, Iacobucci, 2003)

Changing the ways of traditional marketing has become more personal; it combines mass and one-to-one marketing. As a marketer, I created ads and promotions for the media to disperse, so customers gain information about special dining opportunities. Customers have the choice to decide if their needs/wants and choices are met. In return, consumers have the purchasing power and technology to give back to the marketer – a customer driven marketplace (Calder, Iacobucci, 2003). Today in the service industry, *Mark's* thrives on a customer-driven service economy where time and speed are of the essence.

Design Methodology Approach:

Brand identity is the visual and verbal expression of the brand; it supports, expresses, communicates, and visualizes the brand. It increases awareness and builds business. Corporate identity is all the design elements that the restaurant creates as an appeal to the restaurant (Temporal, 2002).

Advertising: There is a process for any advertiser to create a valid advertisement; they must take into consideration what target market they are talking to, what they are talking about, and how they will get out the message. To answer these questions the advertiser must study demographics, psychographics, strategic statement and media kit.

Demographics: Mizner Park, ages 13-80+, male and female, all races, married/single, mostly residents of Boca Raton.

Psychographic: Customers like to go out to fine dining restaurants such as *Mark's at the Park*; they like to shop at expensive stores in Mizner Park; they also like to see the park and its offerings each week. Management and staff engage with customers as though it is a pleasure to have them at this establishment. The customer is right.

Strategic Strategy: The brand: *Mark's* at Mizner Park, a fine dining restaurant, with good service, good food, and good atmosphere. Customers' impression about the brand: small-business owned fine dining restaurant, good atmosphere, good food, good service, and great location. They want an inviting atmosphere, good prices, good food, good service, and an attractive ambiance.

Project Creation:

Print advertisements, menu inserts, check presenter inserts, themed holiday special print advertisements and specials/promotions in print, personal size menus, newspaper advertisements, posters. By taking photographs personally and applying them with Photo Shop to design promotional items, I created the design to complement text.

Materials: Recycled paper, posters, and menu books for presentation of inserts.

Corporate Identity: *Mark's* at Mizner Park

- Graphic Design
- Menu's design/ theme/green
- Promotions design/concept/writer
- Advertising design/concept/writer
- Copywriter/editor
- Photography
- Brand Enhancement

To change the corporate identity of *Mark's*, to execute all these efforts by myself is a huge accomplishment.

Organization: *Mark's at the Park*

Mark Militello established himself as a well-renowned chef in the South Florida area. From 1990 to 2006, Chef Mark has won awards from *Food and Wine* magazine, *Gourmet* magazine's list of best restaurants, and multiple "Golden Spoon" awards. His cooking uses local produce to create layers of flavors for every dish he serves. Each of his restaurants has American contemporary cuisine, with a different chic interior design for each restaurant, and achieves a fine upscale dining experience (Militello, *Mark's* recipes). *Mark's* also has extensive wine lists ranging from \$30 - \$300 a bottle from all over the world— a big selling point. Usually the customers who enjoy *Mark's* either know

or have met Mark at his Las Olas location. Others come down for the winter and have known *Mark's* as a restaurant since its inception. The restaurants do not get a lot of walk-in clientele because they are fancier than surrounding restaurants. Connoisseurs of food and flavors and who appreciate good wine in South Florida, have been satisfied patrons at *Mark's* in any of the four locations.

***Mark's* as a Brand:**

Mark's brand name is defined by how well Chef Mark Militello prepares his signature dishes, his creative interior design layout of the restaurant, and the overall acceptance of his cuisine. They flow together to give a great dining atmosphere. Customers know what *Mark's* entails, and that's why they go there. Their expectations are met in every way from the time they walk in and are seated with a warm welcome. They enjoy a daily menu change made from fresh produce to service and atmosphere. The menu is simple, classy, and clean.

Competition in Mizner Park:

Mark's at Mizner Park is all about representing the brand name *Mark's* up to its potential. Mark Militello set the standard with the Las Olas location where he was the executive chef/owner. Mizner Park, in Boca Raton, sets the standards for a prime restaurant location. *Mark's at the Park* has several competitors in the same location: *Maxx's Grille*, *Gigi's Oyster Bar and Grill*, *Pronzo's*, *Trulucks*, *Soba Lounge*, and the *Dubliner Irish Pub*. Each brings a different element to Mizner Park, which gives customers several options. Each restaurant brings a different trend. *Maxx's Grille* serves all American food with a citrus flavor twist on salads, poultry and fish. *Soba* is a sushi lounge, while *Trulucks* has been compared with *Ruth Chris Steak House* but with a

specialty of crab legs. *Gigi's* has a bar atmosphere, generally known for drink specials. *Pronzos* has a small traditional menu, with an inside/outside bar that stays open late, and free beverages for ladies during happy hour. *Mark's* offers an extensive menu of fish, meat, and a wood oven pizza station. Each is a favorite among Boca Raton residences. Each shares a clientele base.

Fine Dining vs. Other Restaurants:

The term fine dining in the restaurant industry includes having presentable service employees wearing pressed attire, and having more than one server to each table is to be expected. Dress code is upscale casual. The menu warrants a higher tab because patrons pay a little more for the attention or detail on the plate in terms of ingredients and an excellent executive chef. A hostess or manager is to take reservations and they're to greet or assist all patrons.

Limitations:

Several difficulties were encountered through the duration of this project. *Mark's at the Park* closed in May 2008 without warning. The assumption for this project was to help regain *Mark's* clientele using new advertising and promotional tactics such as special menus and inserts. After six months, the hopeful tactics proved not to be enough to see a difference in generating greater traffic to warrant staying open. The project called for a lot of hard work. All in all, learning how to use the software program Photoshop was very beneficial for me to create designs, shading, graphics, and edit photographs to place in these ads.

The project started out with some confusion about how it was supposed to be laid out and what the directions were. Therefore, the project seemed to have been created backwards even though the ads ran in the paper before truly mapping out the project completely. Nevertheless, the menu inserts and promotional items were used and did receive positive acknowledgement from management.

The artwork and process of creating copy were invaluable experiences that proved beneficial in learning about the speed at which things get done in real business time. When the need arises, a marketing person needs to be at the ready with creating ads and copy and making sure they meet approval for publication deadlines. In hindsight, the project could have been more beneficial with greater guidance from management in meeting goals for performance assisted by an advertising campaign.

Designs Analysis/ Self Analysis:

Note: These Promotions/Advertisements and Menu Inserts were created on Recycled “green” 8 ½ by 14 paper and used in the Restaurant. In this project they are printed on regular 8 ½ by 11 papers for hand out purposes.

Also: Appendix is after citation section. Figure 1. (Describes) = Appendix 1,

Figure 2. = Appendix 2 ...

Figure 1. Green Flowers for Easter Sunday Brunch

This newspaper advertisement uses the black *Mark's* logo, as a signature logo of the brand in the corner to not take away from the writing and the floral design on the

other corners. The eye focus is drawn to the left-hand top corner, and then follows the writing all the way to the right lower-hand corner. Poynter eye track studies, confirm short text with visual elements is assessable and attractive to readers (Poynter 07). The font, papyrus in black gives a delicate cursive appropriate for the holiday and for a black and white newspaper. The font gives a very elegant upscale feel. The script has place, time, date, and brunch and traditional menu items, price, and a phone number. The green flowers bordering the left top-hand side has a light elegant touch for Easter, which is happy with the feeling of spring. Lighter green pastel can represent family oriented and friendly. In using green, Color Theory study by Johannes Itten implies green symbolizes harmony, freshness and is the color of nature. It is a restful color to the human eye (Color Wheel Pro 08). With the bottom left corner having only two flowers, it balanced out eye on the page, enough to look over the whole ad. I designed this ad with the thought of representing *Mark's*: it is a family-oriented brunch, fine dining, and elegant like the inside of the restaurant, simple and clean. The executive chef chose this one of three made for Easter.

Figure 2. Purple Floral Design Easter Sunday Brunch

Using a Trajan pro font in a lighter black to differentiate the script from the brand name, the title of the event is placed to the right of the logo in bigger font to make a distinguishable event, date, and time. The script gives some menu items from the buffet

and some from the traditional menu. Included is another promotion to the bottom left, as a reminder of another special day to think about. At the bottom left hand corner is the coupon disclaimer. Pastel purple is a familiar spring color that is comforting to the eye of the reader, and the design is neat and unusual, yet sophisticated and clean. The color purple symbolizes power, luxury and ambition. It conveys wealth and extravagance (Color Wheel Pro 08). The whole ad is read from the left to the immediate diagonal to the right when reading the menu items. This ad was put in the Sun-Sentinel for Easter picked by the executive chef out of three.

Figure 3. Dark Purple Large Flowers Easter Brunch

Starting with the traditional black logo in the right top corner, the larger script starts Papyrus cursive writing in 18pt font. The eye focuses on the script that reads from the left under the logo to the bottom right where the phone reservations are written. Short text with visual elements is assessable and attractive to readers (Borden 08). The large purple floral design being powerful and feminine invokes romantic and nostalgic feeling where meets the eye (Color Wheel Pro 08) and is large, simple, something nice, familiar, and safe. Uniquely positioned are the flowers that flow right along the reader's view.

Figure 4. Saturday Champagne Brunch

The *Mark's* logo in black in the center creates a focal point for the eye to read down the advertisement. 53% of people read print headlines as the first point of focus, photos often come next for the reader (Poynter 07). The font under the logo is Lucinda handwriting, a fun cursive familiar and easy to read and something to catch the eye. The script of menu items has an enticing choice of words such as “libations” to lure the customer. A Saturday brunch was something new for *Mark's* to get people in the restaurant during the day. Offering a champagne brunch incorporated with pictures of cocktails lighten up the ad, create and brings in color that may tickle the readers' taste buds. It is a fun ad for starting a new promotion that has to be different from previous promotional advertisements.

Figure 5. Valentine's Day

The *Mark's* black logo, in the top left hand corner signifies the brand and where the customer can come for that romantic day. In using Effective typography it can quickly become associated with strong business and brand (Borden 08). Using Lucinda handwriting font in black and red signifies Valentine's Day colors. The slogan attracts the customer to bring a loved one to this fine dining restaurant to “dine by candle light,” and the outside to “dine under the stars” Pictures are helpful to give customers a preview of this venue. The pink and red heart background gives a hallmark invitation feel. Red is a

very emotionally intense color, increases respiration rate and raises blood pressure. Pink signifies romance, love and friendship, while red represents joy, sensitivity and passion (Color Wheel Pro 08) the two colors traditionally used on this holiday. The promotional items are of champagne and chocolate dessert. The bottom of the page a phone number to call is in romantic red. The photographs create an upscale ad and the viewer is ready to call for a table.

Figure 6. *Mark's* Sunday Brunch Simple Flowers

A repeatable weekly Sunday brunch ad, the place and address are in a lighter, fine script font called Zapfino. Using fancy fonts and small print may suggest that you are sophisticated, in a restaurant environment (QMG 01). Under the left top hand script the eye follows down in a left slight diagonal towards pictures of lilies outlined to match the font of the menu perfectly. It is light, elegant, simple, and clean enough to represent a fine-dining restaurant in simple context. A small plain text can be used to enhance a restaurants impression of elegance or simplicity (QMG 01). Another set of lilies ends the ad, with a tasteful black thin outlined designed for a black/white newspaper advertisement.

Figure 7. *Mark's* Sunday Brunch with Tasting Menu

A tasting menu under the end point lilies in the same fine font of Zapfino is a continuation of Figure 6.

Figure 8. Personal Business Menu

This miniature menu was sent to all businesses in the surrounding location and easy to keep around as a brochure to open the menu. On the front of the brochure is a man on a bench representing the Mizner Park location as a symbol-character to add purpose to the menu. The address is on the bottom with phone number in Lucinda handwriting in black and the inside left hand side of the menu on top is the black bold *Mark's* logo, in Times Roman. The menu brochure got the *Mark's* brand out to the public as a menu in every office. This is a classy, unique way to get the brand associated with more of its surroundings and easy to mail to contacts and the *Mark's* customer list.

Figure 9. Poster/Sign

The poster originated from the sign hanging outside the restaurant. I took a picture of the sign hanging outside the restaurant and used Photoshop to touch up the damage. Usually *Mark's* uses a navy blue banner, but a sign can be placed anywhere. A wine tasting at *Mark's* has to have a table to promote the wine selection. A sign for the table and for the Palm Beach Film Festival differentiated *Mark's* tables from the other

restaurants.

Figure 10. Check Presenter Promotional Insert

This check presenter insert is for the receipt booklets when handling payment. Every point of contact that guests have with the restaurant is an opportunity for branding and a restaurant's menu cover or check presenter promotion are the first and last points of contact that the customer has with the brand (QMG 01). Inside on the left is this insert to show new promotions, new menu items and/or upcoming events; on the right of the book is the receipt. The customer can take this insert or read it and leave it. It is a small version of a menu insert at 4" by 8" with a background of bamboo and tree leaves faded in the background in black and white a solid black print with Papyrus font for a sushi style text. The top center is *Mark's* logo with location in small font; centered is the invitation for new specials, alternating sides with new offerings and times. On the right hand side bold black bamboo leaves add a sushi feel, which makes the background stand out even though it is faded. On the top right corner is another leaf section as if attached to the tree in the background. The image came from Google, faded in Photoshop, which makes *Mark's* new sushi bar come alive. A larger format 8.5" by 14" as an insert for menu booklets accompanies the smaller version as a dual promotion for double effectiveness.

Figure 11. Menu Insert Large Purple Flowers (see Figure 3)

A menu insert uses the above concepts in a different accent, a 8.5" by 14" print ad for menu booklets. The floral design is the same color, with an addition of Saturday champagne brunch at the bottom. The flowers outline the script all the way down the page dragging one's eye from left diagonal to right. Graphics directing traffic patterns receive a lot of attention from the reader (Poynter 07). These menu inserts were used for two weeks prior the Easter Brunch event, to make their reservations.

Figure 12. Menu Insert Weekly Specials Royal Blue

The signature color of *Mark's* is royal blue. Using blue to promote products and services relate to cleanliness and purification, blue is linked to consciousness and intellect and suggests precision when promoting products and services (Color Wheel Pro 08). The brand logo is top center in black bold traditional *Mark's* font, Papyrus font in black against the white and royal blue stand out. The large graphic flowers in the color blue with long stems are casual but exciting, bringing a little color to the booklet. It brings the eye directly over to this page when opening the booklet. The flowers touch each special described on the page, which is alternating on the page. The descriptions of the specials feel like the flowers and designed to bloom while reading. Studies say larger photos/graphics receive more attention than smaller photos/graphics (Poynter 07). This was a little bit more creative by the bold floral design, adding character to the menu.

They were very effective when in circulation.

Figure 13. Photo of Patio Background Menu Insert

This creative menu insert was the second circulation of the weekly specials at Mark's. I took photos of the patio, dining areas and bar area to see how I could incorporate the feature points of the restaurant into the menu insert to offer specials. A photo of the outside patio was my pick. The presence of a visual along side print increased its likelihood of being seen by more than 34% above what was expected (Borden 08). So I faded the photo into the background and added black Papyrus font in bold to see the print. The picture has the outside patio umbrella in the left center to draw the eye to a focal point, then from there read the specials scattered through out the page. This also entices the customer to come dine outside because of the real picture. Research shows visual elements attract attention to the reader's eye (Borden 08). The picture is pleasing when opening the booklet that picture is what customers want to see and was very effective in a three-week circulation. The photo was essential for summer promotions. The colors represented the theme of the restaurant and it is very clean professional menu insert.

Figure 14. Sushi Large Menu Insert same as Check Presenter (see Figure 10). In menu design image intensive menu inserts can emphasize its festive or seasonal side (QMG 01).

Figure 15. Large *Mark's* Sunset Menu and Insert

This was a different design layout than the others. A large royal blue *Mark's* logo in the middle of the page signifies the color theme and logo in a papyrus font in red bold with shadow to stand out on the beige 8.5" by 14" page. Blue strongly associates with tranquility and calmness, as it is the signature color of *Mark's*. Red associates power, energy, strength and determination as well as passion, desire and love (Color Wheel Pro 08). The colors match the sunset theme of the bottom picture. Also the sushi photo is of real life images of the food *Mark's* serves. This makes customers see what they're going to get and a greater chance of them dining here. The presence of visual along side print increases the likelihood of being seen more than 34% of what was expected (Poynter 07). By using the photos I picked draws the eye across the page seeing everything described. The bottom is the disclaimer about promotions. This is a fun and different look of a bolder *Mark's*, a more colorful by sunset atmosphere. The royal blue *Mark's* really stands out to grab the viewer's eye when walking by the outside promotional case. Also, when opening the menu book the reader can't miss the *Mark's* specials. Exciting new designs for exciting new promotions that are pleasing to the eye brings in customers.

Figure 16. New Sushi Menu and Insert

The new addition to *Mark's* is a sushi bar, with all types of rolls and a special bar menu as well. The idea behind this menu insert is Asian fusion. Menu inserts create a first impression about the restaurant to make an impact on guests before they even see what dishes are on the menu (QMG 01). The top left corner with the signature bold black *Mark's*, with place and invitation below. The top right corner has bamboo leaves in black to accent the theme. Plants in the sushi bar are identical. The papyrus font gives the Asian feel to the menu insert; it is bold to stand out against the leaves. The insert lists the different rolls *Mark's* offers, all the way down to the phone number to call and make reservations, with more leaves to the left of the number. It is a beautiful clean black and white Asian fusion sushi-themed menu insert. It describes everything the customer wants to know. A well-designed menu cover is an important contributor to the restaurants branding efforts. It serves as a way to tie creative platforms in with menu offerings (QMG 01). The piece seemed to be a very effective themed menu insert for the new addition of a sushi bar at *Mark's*. They run hand in hand and are offered in menus outside on menu boards and in bar menus.

Figure 17. Summer Prix Fixe Menu Insert

This menu insert is the start of summer, so the photo of the outside patio where diners have the option to watch the sunset and enjoy the prix fixe menu. Image intensive

menu inserts can emphasize its festive or seasonal side (QMG, 01). The insert offers a clean feel of menu options from appetizer to dessert. The photo is located on the top right under the slogan “come celebrate the summer!!” with the signature royal blue umbrella outside patio seating. In creating menu inserts consider having adaptable menu designs that allows a new menu cover to be placed in with every season (QMG 01). The menu layout is simply centered to the page under the photo. This menu insert was a hit when the prix fixe menu came out. It was displayed all over *Mark’s* for customers to walk in and make reservations, exactly what *Mark’s* restaurant wants from customers looking at the promotional signs displayed.

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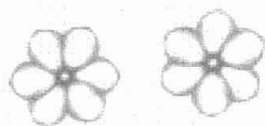
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Mark's
Mizner Park

*Invites you to join us on March 23rd 2008
For Easter Sunday Brunch!*

*We will be offering a Sunday brunch menu and
a Traditional Buffet with a choice of one brunch menu item
for \$49.00 per person*

*for Reservations call
561-395-0770*



Mark's

COME JOIN US FOR EASTER SUNDAY BRUNCH!

MARCH 23, 2008

1130PM TO 3:00PM

MIZNER PARK 344 PLAZA REAL

FOR RESERVATIONS:

561-395-0770

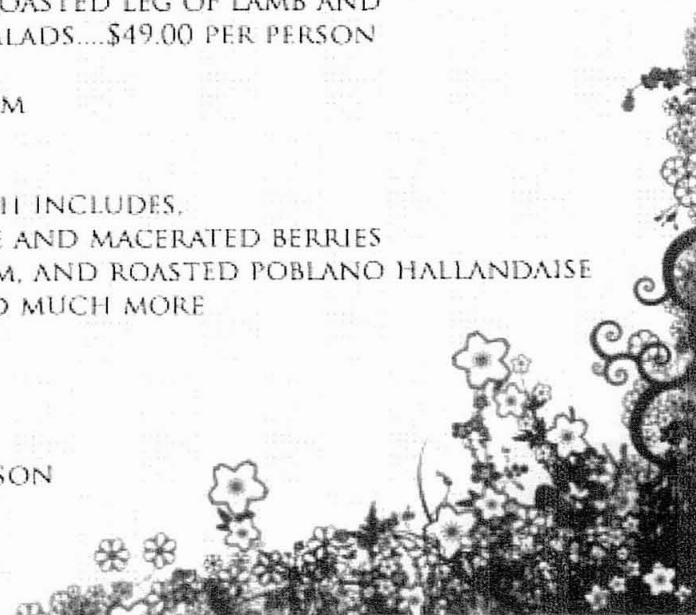
WE WILL BE OFFERING YOU THE TRADITIONAL BUFFET INCLUDING.
"PEEL AND EAT" SHRIMP COCKTAIL, SLOW ROASTED PRIME RIB OF BEEF,
PINEAPPLE GLAZED HAM, HERD ROASTED LEG OF LAMB AND
AN ASSORTMENT OF HOT AND COLD SALADS....\$49.00 PER PERSON

OR CHOOSE FROM

OUR BRUNCH MENU WHICH INCLUDES,
BERRY PANCAKES WITH TWO EGGS ANY STYLE AND MACERATED BERRIES
"EGGS BENE" TWO POACHED EGGS WITH TASSO HAM, AND ROASTED POBLANO HALLANDAISE
ON AN ENGLISH MUFFIN AND MUCH MORE

ALSO: MARCH 22, 2008 SATURDAY CHAMPAGNE BRUNCH
INCLUDES A MIMOSA, BELLINI, OR GLASS OF CHAMPAGNE
\$29.00 PER PERSON

** WE DO NOT EXCEPT ENTERTAINMENT CARDS OR ANY
COUPONS ON HOLIDAYS AND FRIDAYS AND SATURDAYS*



Mark's at Mizner Park

*Invites you to come and join us
March 23rd 2008 for
Easter Sunday Brunch!*



*We will be offering a Sunday Brunch menu and
a Traditional Buffet with a choice of
one brunch entree item... \$49.00 per person.*

*For Reservations:
561-395-0770*





Mark's

Mizner Park

Join Mark's on Saturday, for a Champagne brunch

Menu includes

Refreshing libations;

Fresh squeezed orange juice, or lemonade...4

Mark's signature Bloody Mary vegetable infused vodka with house made bloody mary mix...11

Boca Lemonade with Absolute Citron and house-made lemonade...11

Mimosa or Bellini....7

Traditional Brunch Entrée items:

Silver dollar short stack with sausage and spiced fruit compote...10

Marscapone cheese stuffed brioche French toast with fresh berries...10

Two eggs any style with grilled Smithfield ham and home fries...10

"Eggs Bene" two poached eggs with Tasso ham and roasted poblano hollandaise on an English muffin...12

Omelet of grilled vegetables and charcoaled mushrooms with marinara and provaline cheese...9

Egg pannino with shaved parma ham, sliced tomato, torn basil, and Grana Padano cheese on ciabattine...10

Egg white open faced omelet with artichoke hearts, spinach, mushrooms and feta cheese...11



*Bring your loved one to a romantic
personal valentines day dinner at
Mark's at the Park!*

Dine outside under the stars



Dine inside by candle light

*Make the night special by indulging in Champagne
split for two and a romantic chocolate dessert to end
a perfect evening.*

Phone# 5613950770

*Make your valentine
reservations today!*

Mark's

Mizner Park 344 Plaza real

For Reservations: 561-395-0770

Sunday Brunch Buffet!

From 11:30am to 3:00pm

Invites you to come

and join us for our:

The Buffet includes Peel and Eat shrimp,
Prime rib, House cured Salmon, an array of hot and cold salads,
Desserts and more ... \$29.00 per person



Traditional Brunch menu items include

Marscapone cheese stuffed brioche French Toast with Fresh Berries
Egg white open faced omelet with artichoke hearts, spinach, mushrooms
and feta cheese

Eggs Benedict with two poached eggs, Tasso ham and roasted poblano hollandaise on an
English muffin

Also includes one complimentary glass of Mimosa,
Bellini, or glass of champagne per person



Tasting Menu

Available Monday thru Thursday 5:30pm-7:30pm
4 courses for \$40.00

Includes an Amuse, Appetizer, Dessert and Entree's such as,

Pan roasted Atlantic salmon with organic vegetable Ratatouille, lemon nage and micro greens
Tamarind glazed Maple Leaf duck breasts with apricot and Marcona almond cous cous,
asparagus and plum sauce

* No Entertainment cards or coupons will be accepted on holidays or on Friday and Saturday *

www.chefmark.com

Mark's

Mizner Park 344 Plaza real

For Reservations: 561-395-0770

Sunday Brunch Buffet!

From 11:30am to 3:00pm

Invites you to come

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The Buffet includes Peel and Eat shrimp,
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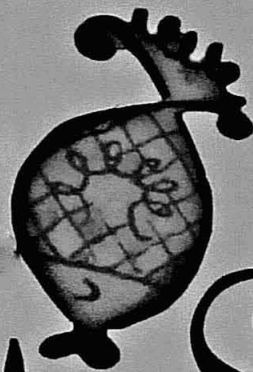
Marscapone cheese stuffed brioche French Toast with Fresh Berries
Egg white open faced omelet with artichoke hearts, spinach, mushrooms
and feta cheese

Eggs Benedict with two poached eggs, Tasso ham and roasted poblano hollandaise on an
English muffin

Also includes one complimentary glass of Mimosa,
Bellini, or glass of champagne per person



Mr. Marks
at the
Park





Mark's
Mizner Park



Come join us for our NEW Specials!

Sushi Happy Hour

Everyday 5:00pm to 8:00pm

Full Sushi Menu

Every night starting
Friday, April 21, 2008



Summer Sunset Menu

(Prix Fixe)

3 courses for \$25.00

Everyday 5:00pm-8:00pm

starting Thursday, April 20, 2008

Tapas Menu at the Bar and Lounge

Now available all night
Open to Close



Mark's
at Mizner Park

For Reservations: 561-395-0770

Invites you to
come and join us!

March 23rd 2008 from 11:30am to 3:00pm for

Easter Sunday Brunch Buffet!

We will be offering you the Traditional Buffet including,
"Peel and eat" shrimp cocktail, slow roasted prime rib of beef,
pineapple glazed ham, Herb roasted Leg of lamb along with an array of
hot and cold salads and more for ...\$49.00 per person

or choose from

Our Brunch menu which includes,
Berry pancakes with two eggs any style and macerated berries
"Eggs Bene" two poached eggs with Tasso ham and roasted poblano hollandaise sause
on an English muffin and much more

OR

Join us on March 22nd 2008 for our
Saturday Champagne Brunch
which includes Mimosa, Bellini,
or a glass of Champagne for....\$29.00 per person

*No Entertainment cards or coupons will be accepted on Holidays or on Friday and Saturday





Mark's

Mizner Park

Join us for these weekly specials

Sunday - Thursday

5:30pm - 7:30pm

Our Tasting Menu

Four Courses for \$40

Saturday

11:30am - 1:00pm

Champagne Brunch

* Includes mimosa, Bellini, or
glass of champagne

Sunday

11:30am - 3:00pm

Brunch Buffet...\$29

* Includes mimosa, Bellini, or
Bloody Mary

The Bar

Happy Hour everyday!
from 4:00pm - 7:00pm

*2 for 1 happy hour specials

*Tapas Menu

*Live Music on Friday nights!



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Mizner Park

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11:30am - 3:00pm

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The Bar

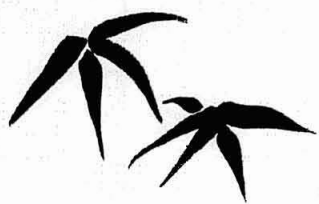
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*Live Music on Friday nights!



Mark's
Mizner Park



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Everyday 5:00pm to 8:00pm

Full Sushi Menu

Every night starting
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Summer Sunset Menu
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3 courses for \$25.00

Everyday 5:00pm-8:00pm
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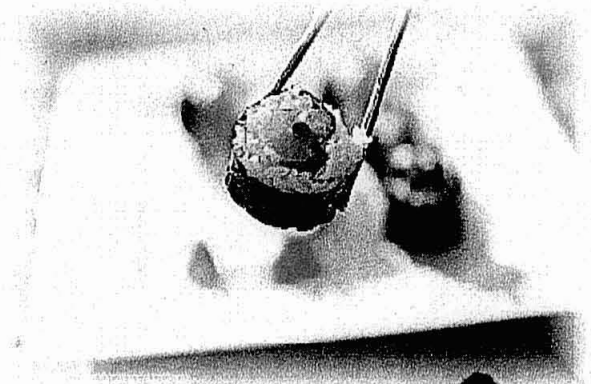
**Tapas Menu at the
Bar and Lounge**

Now available all night
Open to Close



Sushi Happy Hour

\$5 Rolls & 2-for-1 Drinks



Mark's

(Mizner Park)

Summer Sunset Menu

Three Courses for \$25



These Promotions are available 5-8pm daily but are not available with any other coupons, promotions, or discounts of any kind, or on Holidays and Mizner Concert nights.

For more information and reservations:

561.395.0770 or www.chefmark.com



Mark's

Mizner Park
344 plaza real

Come join us

Every night for

Sushi Happy Hour

and full Sushi Menu

Some Sushi Selections Include

Tuna tataki Soy Marinated Seared Tuna, Cucumber Salad,
Mango Ponzu, Truffled Enoki Mushroom

Hamachi Tartare with Black Toboko, Scallions, Masago,
Garlic Chives and Garlic Soy

Baby Octopus with Asian Sprouts, Wasabi Tobiko, Shiso and Piripiri Sauce

Speciality Rolls

Kumo Maki Crispy Softshell Crab, Oshinko, Daikon Sprouts, Cucumber, Scallions,
and eel sauce

Unagi maki Freshwater Eel, Cucumber, Kampyo, Avocado and Eel Sauce

Bakudan Maki panko Fried Freshwater Shrimp, Pineapple, Baby Arugula, Avocado on
top and Coconut Curry



Traditional Rolls

California roll* Tuna Roll

J.B. roll* Vegetable Roll

Spicy Tuna roll* Salmon Roll

Cucumber roll* Avocado roll

Make your
Reservations today!

(561)395-0770 / opentable.com



Come Celebrate the Summer !!

With our Three Course
Prix Fixe Menu

\$25.00 per person
offered every night
5pm-8pm



Some Menu items include:

Appetizer choice of...

J.B. Roll: salmon, cream cheese and scallions
Crispy duck confit wontons with fresh plum sause

Entree choice of....

Bucatini alla Bolognese with herbed ricotta
Mexican chili rubbed pork tenderloin with parsnip puree
and apple-jicama slaw
Grilled and marinated mahi mahi with coconut scented rice,
sauteed spinach and pineapple pico de gallo

Dessert choice of...

Creme brulee trio

Make your reservations today!

'561)-395-0770
344 plaza real
Boca raton FL, 33432

* Not Valid with Entertainment Card, WXEL, South Florida Dines,
Enjoy the city, Discount Card or any other Marketing Promotion **

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